

Media relations serves as a portal through which accurate and consistent information passes.

Individual members of the media relations team provide coverage for different aspects of the college. The staff writes media releases and distributes them, via an electronic database management system known as VOCUS, to a master list of media sources. Media relations is also responsible for editing brochures and other promotional material generated by the Office of Marketing and Public Relations.

Policy

Media relations is responsible for recommending, organizing, capturing and directing media relations activities. Media relations serves as a clearinghouse for information about programs, events, faculty and staff. The department may also provide research, contacts, or subject matter experts to support media requests. The following procedures explain the department policies regarding the flow of information:

Procedures

- All external media inquiries should be channeled through media relations.
- All “official” news, as directed by GPC’s president, in the form of news releases, statements, reports, reactions responses, etc., must be initiated or approved in advance by media relations. No college department should communicate “official” news or information without first contacting and receiving approval from the director of marketing and public relations or the assistant director of media relations.
- News and information pertaining to internal departmental programs may be communicated directly to the media office using a template and format provided by media relations. Copies of information sent to the media should be provided in writing to the assistant director of media relations at the same time the information is provided to the media. (Appendix III)
- Upon request, the assistant director of media relations will offer guidance or advise faculty or staff on methods for dealing with the media.
- Employees who write letters to the media pertaining to their academic expertise should identify themselves using their college title and address. Employees are instructed to use a private address if the letter contains a personal opinion related to a nonacademic topic.

Film Crews

Policy

Media relations will coordinate campus visits by reporters, film crews and photographers (preferably in advance), notify college personnel that visitors are on campus and guide visitors to the appropriate office.

Procedures

- Reporters, film crews and photographers should register with a public safety office and/or the Dean's Office before being directed to appropriate departments. If an employee has invited the media on campus, media relations should be notified.
- A public safety representative or a representative from the Dean's Office should contact media relations or the Office of Marketing and Public Relations at 678-891-2680 when a media representative appears on campus.

Policy

Media relations is responsible for publishing newsworthy items and events or assisting with writing and delivering news stories to internal and external constituents.

Procedures

The department participates in media relations activities by implementing the following procedures:

- Conducting research
- Posting media releases on the college Web site or delivering them to the assistant director of media relations
- Forwarding periodic updates to be used in comprehensive media sourcebooks (Board of Regents, targeted magazine and periodical editions)
- Producing and distributing a record of where GPC is in the news in a timely manner

Campus Emergencies

Policy

Media relations will respond quickly to media inquiries, especially as they relate to emergencies and inclement weather.

Procedures

- The GPC president, executive vice-president or his/her designee will inform the assistant director of media relations of any college-wide or individual campus emergency. Media relations will direct the media's access to college administrators who are dealing with the emergency and act as the liaison with the media for all official college correspondence.
- Media relations will notify major broadcast networks and the college webmaster about early dismissal, late arrival, or campus closings based on inclement weather—campus-wide and/or on an individual campus basis. College personnel are directed to access information on school closings via the college Web site or by tuning into the major networks.

Policy

Media relations will assure that major college events (groundbreakings, dedications, MLK, commencement, graduation, etc.), are coordinated in an appropriate manner. Media staff may accept requests to chair or participate on event committees at the discretion of the assistant director for media relations and/or the director of marketing and public relations.

Procedures

- Faculty and staff are asked to submit requests to publicize events such as campus celebrations, festivals, symposia, workshops and fine arts activities to media relations via email.
- Media relations will construct news releases and coordinate the dissemination of information through appropriate print and electronic media channels, including the college Web site, internal and external publications and media kits. Media relations should be notified as early as possible of these special events and will participate in the event as time permits. Media relations should also be notified of any plans to include elected/appointed officials or other VIPs in any college-related event.

Policy

Media relations staff may be called upon for special projects assigned by the vice president for institutional advancement or the director of marketing and public relations.

Procedures

- Requests for participation on special committees or to accept special assignments should be made in writing to the assistant director for media relations.
- The assistant director for media relations will make assignments to media relations staff.

Policy

Media relations will assist with the publication and distribution of Speaker's Bureau information.

Procedures

- Speaker's Bureau participants should register on the Speaker's Bureau section of the GPC Web site (in development). Media Relations staff will regularly update the Speaker's Bureau site and provide appropriate contacts to media and organizations requesting a subject matter expert.
- In cases where an employee is asked to appear as an official college representative, comment on an official policy or position, prior approval should be received from the director of marketing and public relations.

Policy

The assistant director for media relations will work with the GPC Web content coordinator to post news articles to the Web site and/or to implement changes to the GPC Marketing and Public Relations Web site as needed.

Procedures

- Any faculty, staff or student may submit a news article to the MPR news site by following the instructions listed on the MPR Web site. The article will be reviewed and released to the public once the assistant director for media relations or the director of Marketing and Public Relations has approved it. The news release format must follow the template and Associated Press Stylebook guides. Photos to accompany stories must be 50 kb or smaller (preferably 20 kb). The Office of Marketing and Public Relations maintains the right to reject articles which do not promote the strategic objectives of the college.
- The assistant director for media relations will solicit comments, information and technology requirements from subject matter experts.
- The assistant director for media relations will work with other marketing and public relations team members to provide content, design and layout for the site.